the advertisement retrieval system before they run so that customers can search for his ads at their leisure.

[00059] Those skilled in the art will realize that various modifications, adaptations and alterations to the present invention are possible in light of the above teachings. It should therefore be understood at this time that, within the scope of the appended claims, the invention may be practiced otherwise than was described specifically hereinabove. For example, although the search engine described above is readily implemented in software, the invention does not exclude the possibility of implementing the search engine in hardwired form or in a combination of software and hardwired logic.

What is claimed is:

1. A method of supplying advertisement information to a user searching for said information within a data network, comprising the steps of: receiving, from the user, a series of search rules comprising facts about an advertisement; accessing a database comprising details of a plurality of advertisements; using a search engine to apply said search rules to said database; and reporting, to the user, results comprising a subset of the contents of said database.

2. The method of claim 1 wherein the user experienced said advertisement previously.

3. The method of claim 1 wherein the data network comprises the Internet.

4. The method of claim 1 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

5. The method of claim 1 wherein said advertisement information comprises contact information.

6. The method of claim 1 wherein said user is a customer.

7. The method of claim 6 wherein the customer experienced said advertisement previously.

8. The method of claim 6 wherein the data network comprises the Internet.

9. The method of claim 6 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

10. The method of claim 6 wherein said advertisement information comprises contact information.

11. A method of supplying advertisement information to a user searching for desired information within a data network, comprising the steps of: querying the user to obtain one or more search rules comprising facts about an advertisement; accessing a database comprising details of a plurality of advertisements; using a first search engine to apply said search rules to said database to obtain results comprising a first subset of the contents of said database; receiving from the user one or more keywords; using said keywords and a second search engine to query said first subset; and reporting, to the user, results comprising a second subset of the contents of said database, wherein said second subset is smaller than said first subset.

12. The method of claim 11 wherein said user experienced said advertisement previously.

13. The method of claim 11 wherein the data network comprises the Internet.

14. The method of claim 11 wherein the algorithm of said first search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

15. The method of claim 11 wherein the algorithm of said second search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

16. The method of claim 11 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

17. The method of claim 11 wherein said advertisement information comprises contact information.

18. The method of claim 11 wherein said user is a customer.

19. The method of claim 18 wherein said customer experienced said advertisement previously.

20. The method of claim 18 wherein the data network comprises the Internet.

21. The method of claim 18 wherein the algorithm of said first search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

22. The method of claim 18 wherein the algorithm of said second search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

23. The method of claim 18 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

24. The method of claim 18 wherein said advertisement information comprises contact information.

25. A method of supplying advertisement information to a user searching for desired information within a data network, comprising the steps of: querying the user to obtain one or more search rules comprising facts about an

advertisement; accessing a database comprising details of a plurality of advertisements; using a first search engine to apply said search rules to said database to obtain a plurality of results comprising a first subset of the contents of said database; receiving, from the user, a first list of keywords; generating a second list of keywords, said second list comprising keywords or phrases synonymously related to one or more keywords or phrases in said first list; using said second list and a second search engine to query said first subset; and reporting, to the user, results comprising a second subset of the contents of said database, wherein said second subset is smaller than said first subset.

26. The method of claim 25 wherein said user experienced said advertisement previously.

27. The method of claim 25 wherein the data network comprises the Internet.

28. The method of claim 25 wherein the algorithm of said first search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

29. The method of claim 25 wherein the algorithm of said second search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

30. The method of claim 25 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

31. The method of claim 25 wherein said advertisement information comprises contact information.

32. The method of claim 25 wherein said user is a customer.

33. The method of claim 32 wherein said customer experienced said advertisement previously.

34. The method of claim 32 wherein the data network comprises the Internet.

35. The method of claim 32 wherein the algorithm of said first search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

36. The method of claim 32 wherein the algorithm of said second search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

37. The method of claim 32 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

38. The method of claim 32 wherein said advertisement information comprises contact information.

39. A method of facilitating demographic research by supplying advertisement information to a user searching for information within a data network, comprising the steps of: receiving a set of search terms comprising words having targeted connotative significance to a particular demographic segment; accessing a database comprising details of a plurality of advertisements; using a search engine to apply said search terms to said database; and reporting results comprising a subset of the contents of said database.

40. The method of claim 39 wherein said user is an advertiser.

41. The method of claim 39 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, abductive reasoning and fuzzy logic.

42. A method of performing demographic analysis of advertisements, comprising the steps of: (a) receiving a list of search terms comprising words having connotative significance to a targeted demographic segment; (b) accessing a database comprising details of a plurality of advertisements; (c) using a search engine to apply said list of search terms to said database; (d) reporting results of the search comprising a subset of the contents of said database, said results being indexed uniquely; and (e) repeating steps (a) – (d) a number of times with at least one different search term in said list, said number being sufficient to cover the desired demographic space.

43. The method of claim 64 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, abductive reasoning and fuzzy logic.